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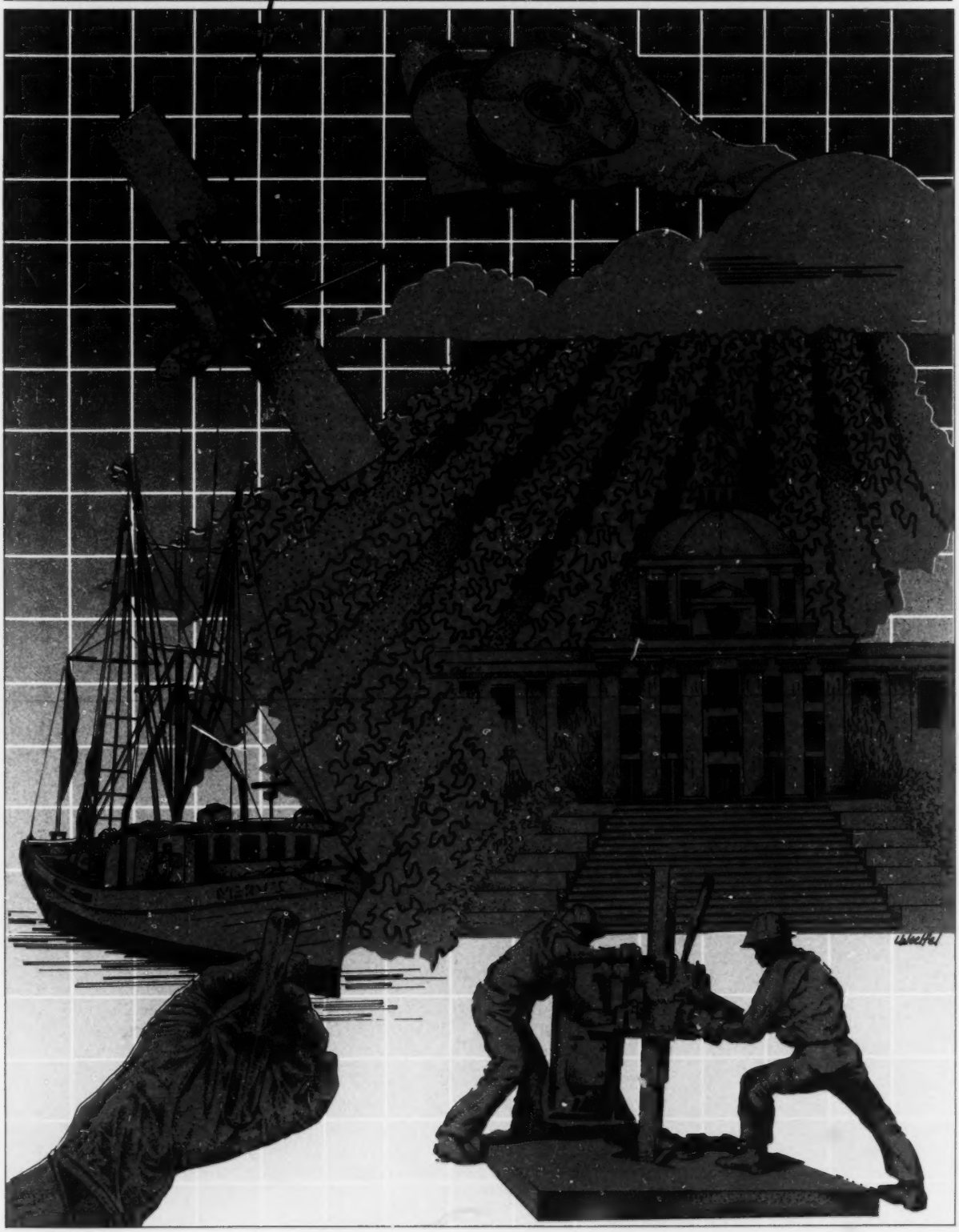
Alabama Business

CENTER FOR BUSINESS AND ECONOMIC RESEARCH



THE UNIVERSITY OF ALABAMA

VOLUME 57 NUMBER 6 JUNE 1988

This issue of ***Alabama Business*** marks the start of a new look and format for the publication. With the debut of the ***Alabama Business*** graphics issue this month, we begin a three month cycle where the graphics issue, data sheet, and magazine will be produced alternately.

The cover of this issue was designed by Laura Woelfel, an artist with the Office of University Relations at The University of Alabama. It is intended to represent the economic and industrial diversity of the State of Alabama.

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Alabama Business is a monthly publication of the Center for Business and Economic Research of The University of Alabama College of Commerce and Business Administration. Articles reflect the opinions of the authors, but not necessarily those of the staff of the Center, the faculty of the College of Commerce and Business Administration, or the administrative officials of The University of Alabama.

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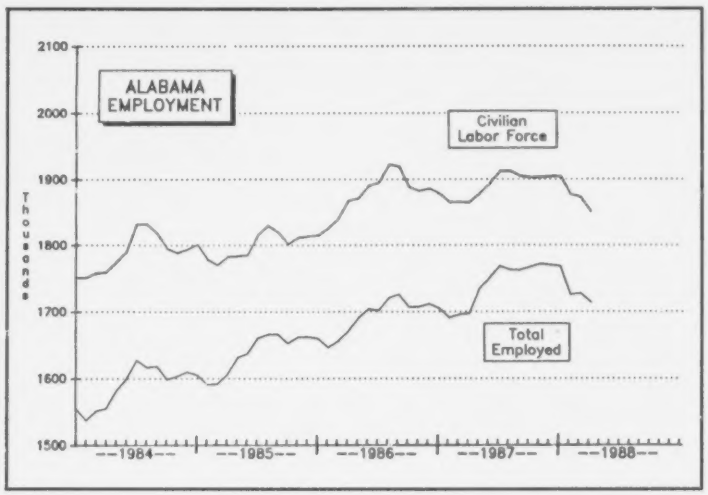
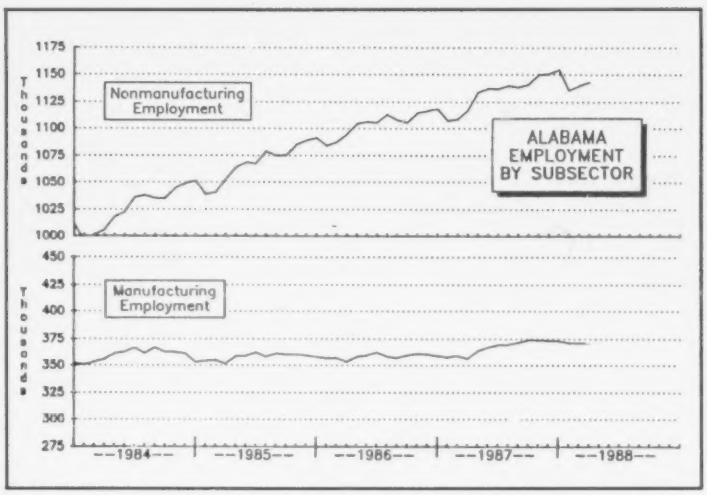


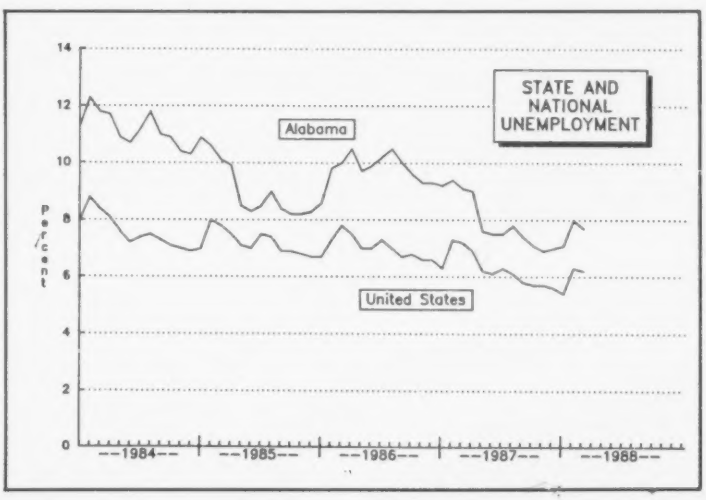
Alabama Employment

Total employment in Alabama continues its general upward trend. While periodic drops in employment may occur throughout the year, the state seems to have recovered from the last sizeable drop in employment during late 1986.



Alabama Employment By Subsector

Manufacturing employment in Alabama remains stable, reflecting the maturity of that sector of the state's economy. Most of the employment growth is seen in the nonmanufacturing sector, reflecting increases in service, government, and finance sectors of the economy among others.



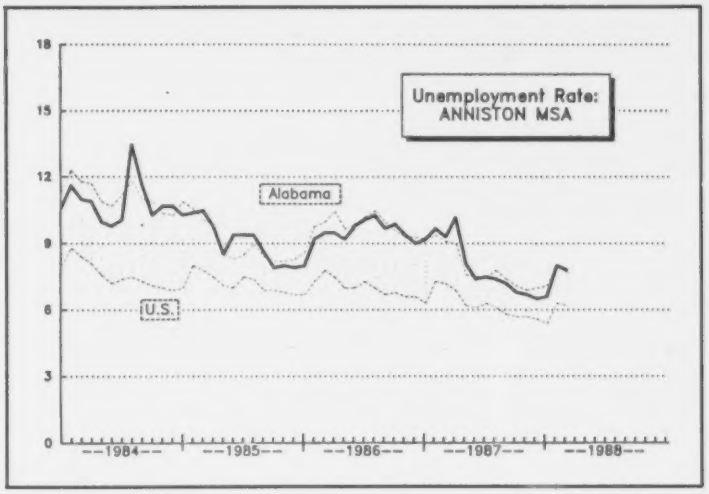
State and National Unemployment

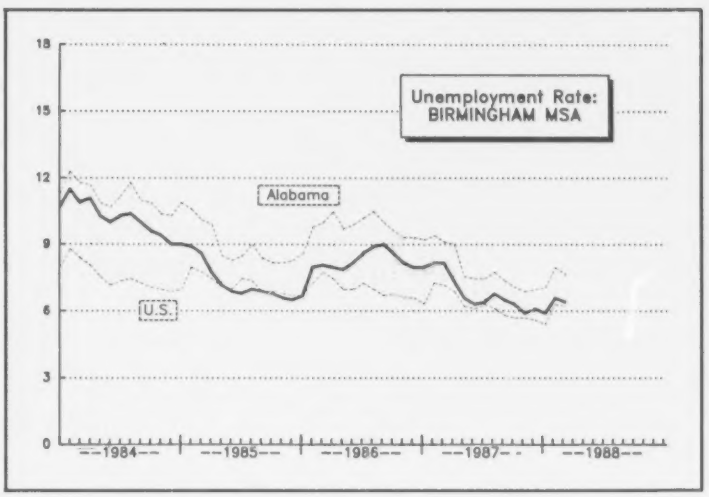
Alabama's unemployment rate remains above that of the nation. However, the past 12 months have seen a reduction in the difference between state and national levels.

MSA Unemployment Rates

Anniston MSA

The Anniston metropolitan area's unemployment nearly mirrors that of the state average and has for several years.



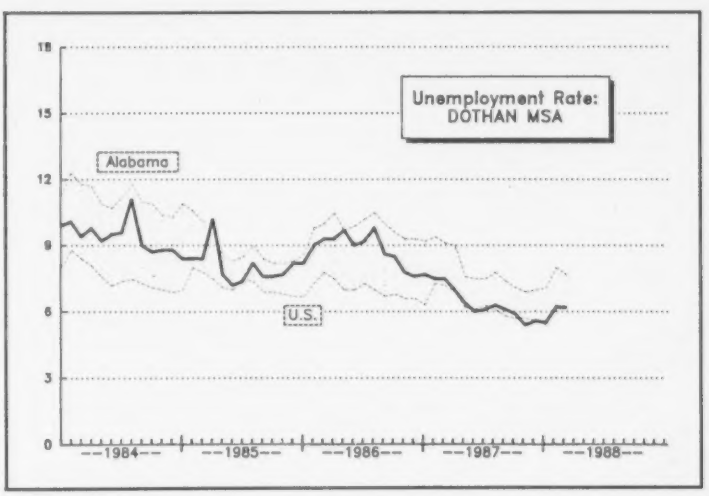


Birmingham MSA

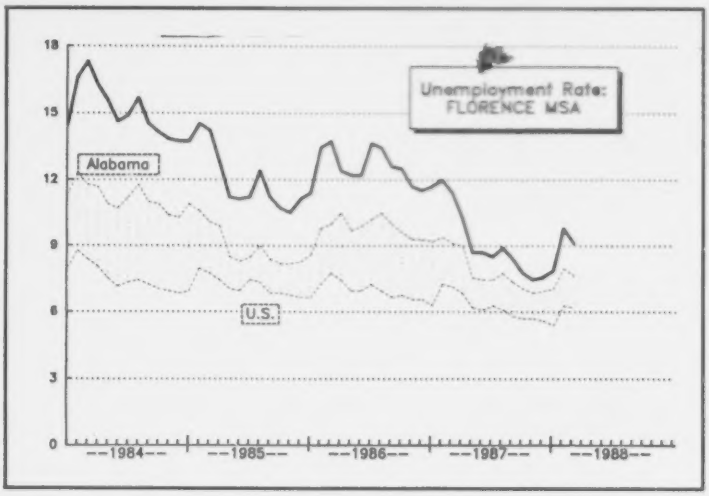
Birmingham's economy has recovered from the severe recession of the early 1980s which particularly affected the area's steel industry. As Alabama's commercial and financial center, the Birmingham MSA has enjoyed an unemployment rate comparable to that of the nation for the past 12 months.

Dothan MSA

Dothan's unemployment rate remains below that of the state average, and since 1987 has been close to or below the level of the U.S. unemployment rate.



MSA Unemployment Rates

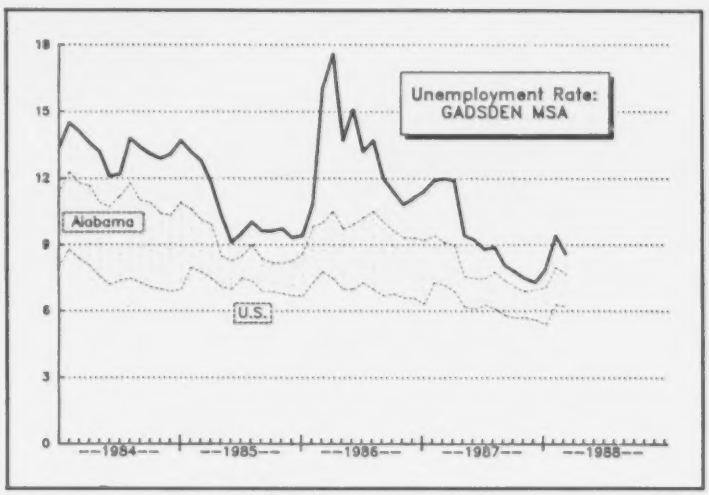


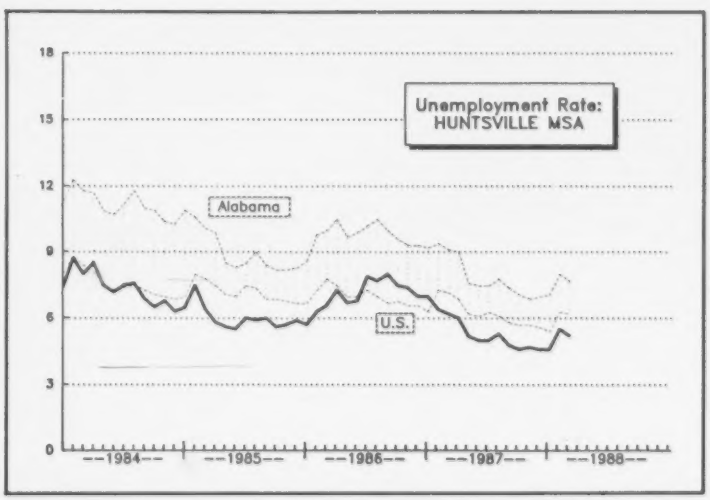
Florence MSA

Florence's unemployment rate remains above that of the state average, but the past year has seen a narrowing of the gap between the two.

Gadsden MSA

Gadsden's unemployment rate has been historically higher than the state and national averages. However, as of the beginning of 1988, the Gadsden MSA has shown significant recovery from the difficult times of early 1986.





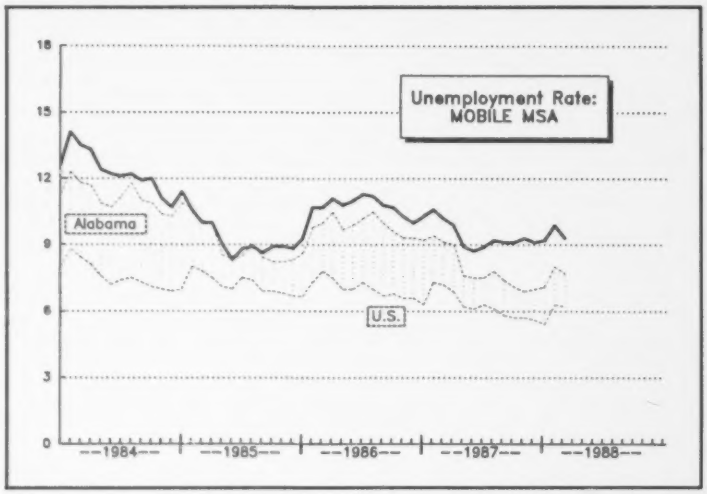
Huntsville MSA

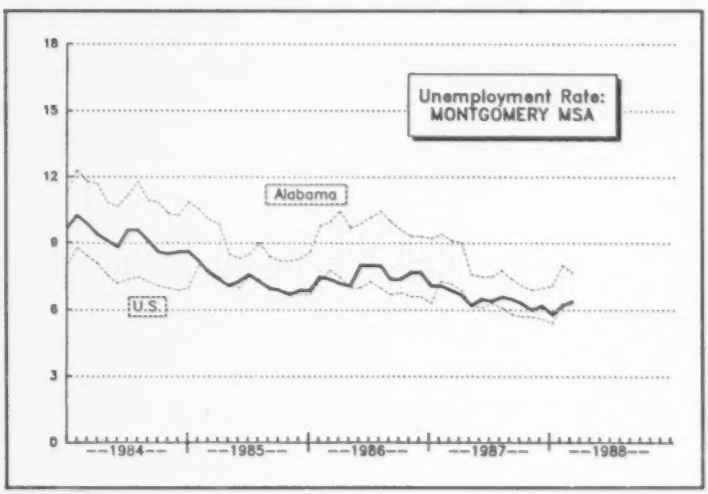
Huntsville has consistently had the lowest unemployment rate among Alabama's metropolitan statistical areas. Huntsville's unemployment rate has typically been below the national average except for a brief time in 1986.

MSA Unemployment Rates

Mobile MSA

Unemployment in Mobile remains above the state average. While the unemployment rate seems to have become stable at around 9 percent, the area does not seem to have benefited from the overall drop in the unemployment rate at the state level during the last half of 1987.



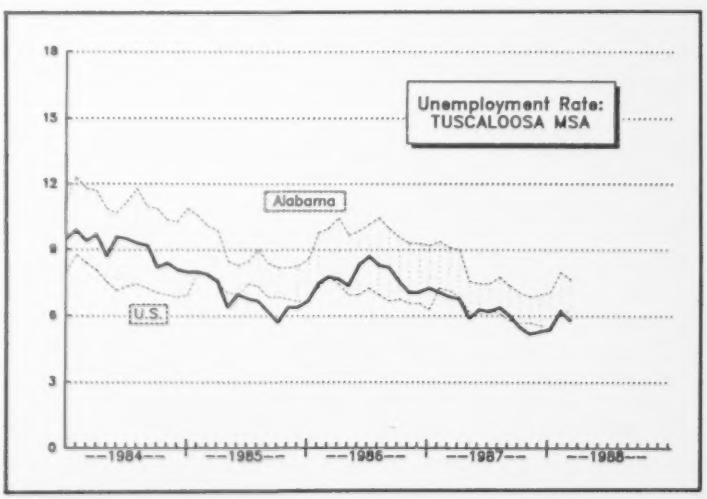


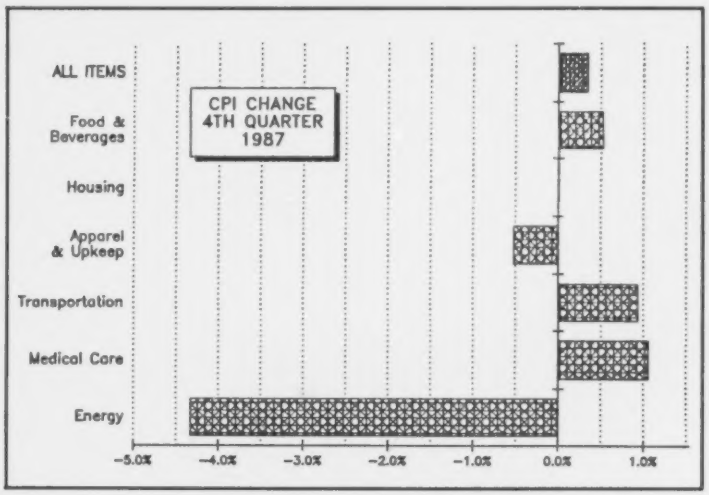
Montgomery MSA

As the state pulled out of the recession of the early 1980s, the Montgomery unemployment rate fell. For several years it has tracked well with the national average and has been noticeably below the state average.

Tuscaloosa MSA

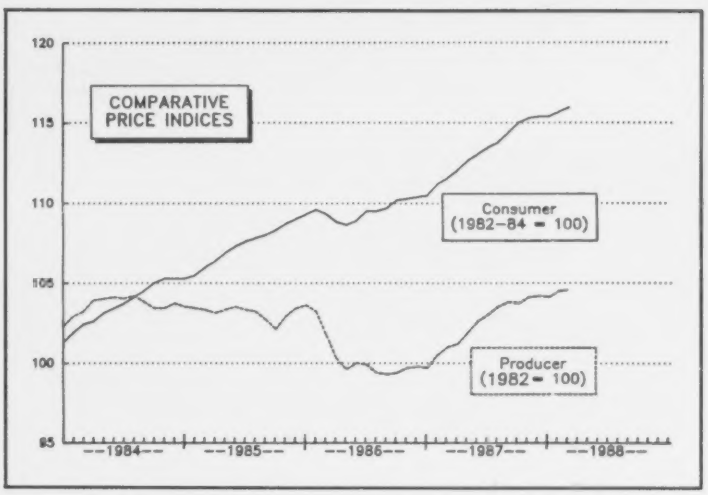
Tuscaloosa's unemployment rate continues to be well below that of the state average, and remains at levels near or below that of the U.S. rate.





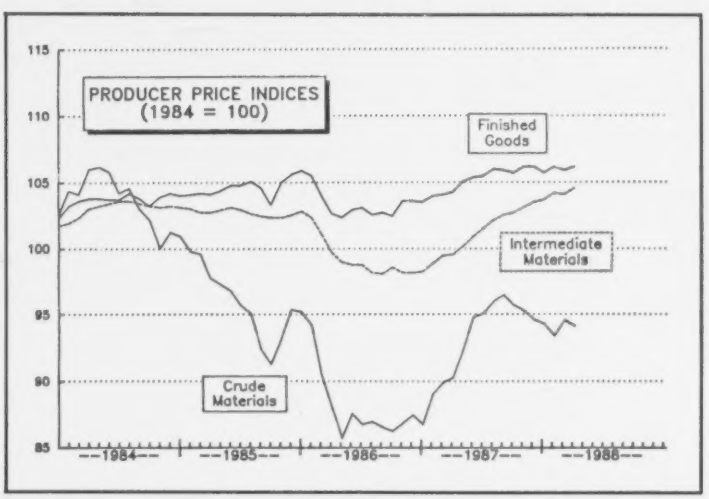
Consumer Price Indices

During the fourth quarter of 1987 increases in consumer prices were moderated by sharply lower energy costs. Prices of food and beverages, transportation, and medical care increased somewhat, while apparel and upkeep declined slightly.



Consumer and Producer Price Indices

Consumer prices have been increasing at a faster pace than producer prices in recent years. From 1987 through the current period the CPI and the PPI have been paralleling each other more closely than in previous times.



Producer Price Indices

Throughout the illustrated time period producer prices have been driven by the cost of raw materials, particularly petroleum. By contrast, the decline in raw materials prices in late 1987 was not reflected in corresponding indices for intermediate and finished goods.

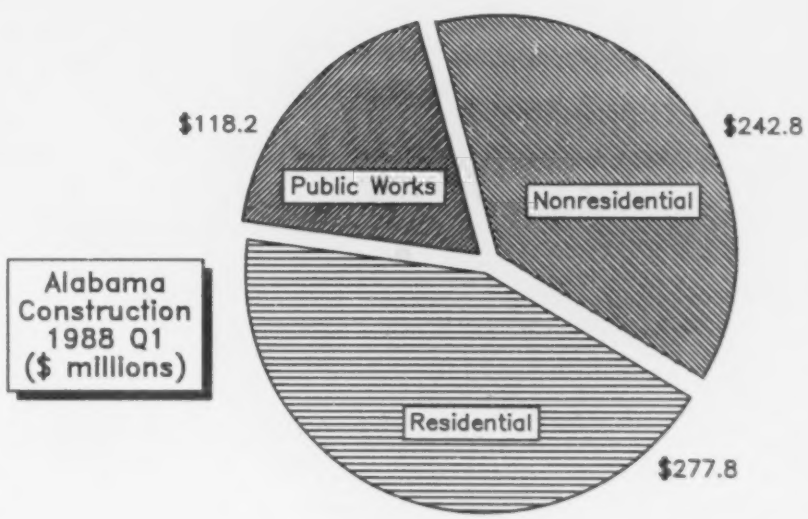
OTHER INDICATORS

Total Personal Income

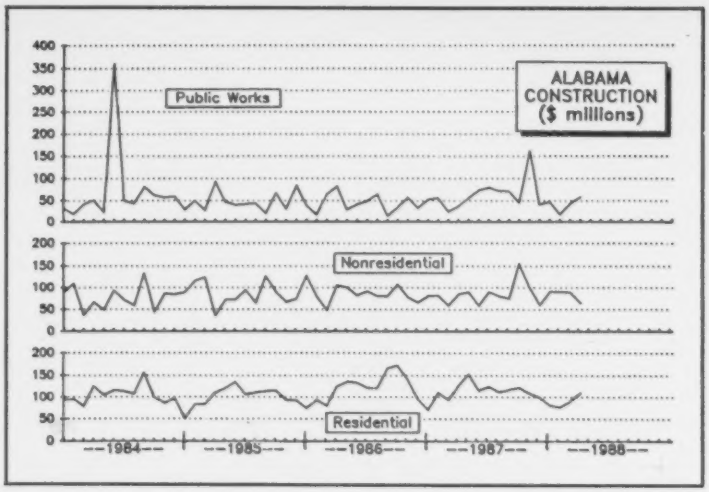
	1986 Q4	1987 Q1	1987 Q2	1987 Q3	1987 Q4
U.S.	3,589,223	3,652,506	3,688,315	3,749,283	3,844,771
Alabama	46,425	47,078	47,457	48,562	49,294
Share of nation	1.3	1.3	1.3	1.3	1.3
Percent change		1.4	0.8	2.3	1.5
Southeast	739,769	753,302	762,661	778,461	794,053
Share of nation	20.6	20.6	20.6	20.7	20.6
Percent change		1.8	1.2	2.1	2.0

Source: U.S. Department of Commerce, Bureau of Economic Analysis, special tabulations.
Note: Income is in millions of dollars, seasonally adjusted at annual rates.

Alabama Construction

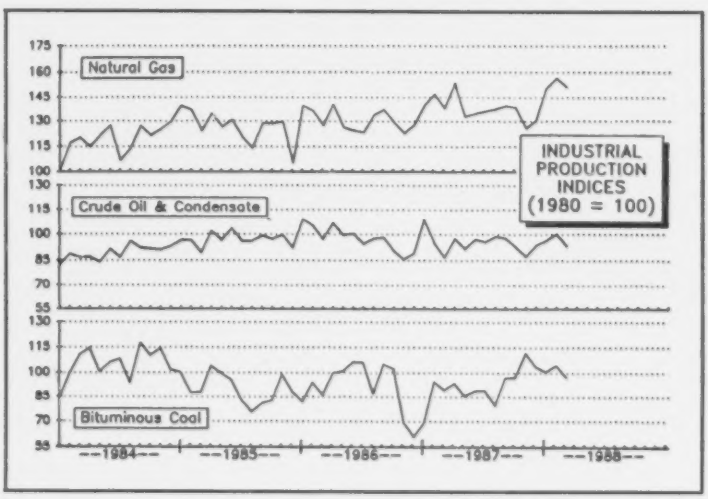


OTHER INDICATORS



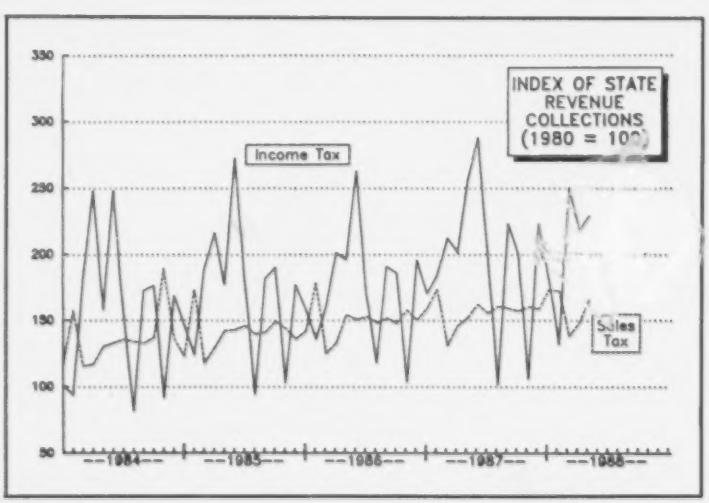
Alabama Construction

Construction levels in Alabama remain at generally stable levels. However, for a short period in late 1987 there were temporary increases in the levels of public works and nonresidential construction. Residential construction levels did not change appreciably during that time period.



Industrial Production Indices

Production in natural gas and crude oil and condensate remains at stable levels. Bituminous coal production appears to have leveled off following an increase in late 1987. Current levels of bituminous coal production are in line with levels seen in early 1986 prior to the steep drop which occurred later that year.



Index of State Revenue Collections

State income tax collections continue to increase steadily following the slight drop seen in late 1986. Levels of sales tax collection continue to exhibit the cyclical pattern characteristic of the prime shopping seasons throughout the year.

General Business Indicators

Type of Activity	Annual		1987											1988	
	1986	1987	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
INDUSTRIAL															
Bituminous coal production[1] (1,000 net tons)	23,895	24,870	1,964	2,059	1,885	1,949	1,961	1,753	2,131	2,137	2,460	2,281	2,213	2,304	2,144
Natural gas production (1,000,000 cu. ft.)	146,936	155,990	12,930	14,400	12,445	12,622	12,759	12,888	13,087	12,981	11,777	12,239	14,087	14,686	14,177
Cotton consumption (1,000 lbs.)	419,377	483,311	36,400	40,832	39,842	38,640	40,260	38,203	40,152	42,680	42,900	40,803	40,020	37,926	41,139
Crude oil and condensate production[2] (1,000 barrels)	21,399	20,621	1,580	1,784	1,670	1,767	1,742	1,804	1,779	1,694	1,595	1,712	1,759	1,827	1,703
Electric energy consumption, industrial purposes (1,000,000 kwh)	23,314	24,675	1,845	1,982	1,973	2,161	2,088	2,121	2,235	2,134	2,152	2,098	2,020	2,059	2,063
Pulp, paper, and paperboard production (1,000 net tons)	6,485	6,904	531	582	573	579	577	593	578	563	583	548	606	623	567
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] ($1,000)	2,984,600	3,162,100	171,300	262,600	298,800	247,100	295,100	263,500	263,400	322,700	371,800	198,600	218,500	183,400	222,400
Residential	1,453,200	1,379,900	93,500	141,700	153,300	115,300	124,900	111,900	117,900	122,600	108,500	99,000	80,900	76,500	91,300
Nonresidential	995,300	1,017,500	58,200	80,400	89,800	57,900	90,000	79,800	74,300	155,400	100,400	59,400	90,200	90,100	88,600
Public works and utilities	536,100	764,700	23,700	36,400	55,800	73,700	80,200	71,800	71,400	44,700	162,800	40,200	47,400	16,700	42,600
Cement consumption (1,000 net tons)	1,334	1,401	86	110	131	126	127	135	119	122	138	115	107	78	98
TAX COLLECTIONS															
Title of Tax ($1,000)															
Total	2,846,837	3,052,983	224,952	278,960	301,238	287,681	235,684	226,349	252,703	252,037	233,201	257,762	237,053	243,813	254,571
Franchise	75,088	85,027	2,214	52,762	1,302	1,510	7,965	8,472	1,298	4,665	1,671	611	1,591	808	3,883
Gasoline (excl. aviation)	207,667	213,006	16,310	15,226	17,162	17,625	17,660	18,149	19,388	18,122	17,949	18,832	17,416	19,487	16,468
Income	1,099,406	1,249,376	111,484	105,908	134,630	151,384	103,946	53,470	117,167	105,140	55,799	117,421	95,930	69,466	131,668
Motor fuels	53,604	56,856	4,570	4,201	3,814	4,709	4,526	4,048	5,788	3,754	6,043	6,566	4,784	5,070	5,471
Oil/gas privilege	42,775	35,150	2,136	2,861	2,222	4,411	2,795	3,237	3,100	2,878	3,539	2,675	3,343	2,666	2,835
Oil/gas production	11,859	9,962	577	826	644	1,249	761	937	881	807	996	772	958	777	797
Sales	775,708	810,128	56,264	62,573	65,229	69,539	66,562	68,913	68,192	67,302	68,763	67,923	74,278	74,133	59,345
2.2% gross receipts	56,147	57,351	0	140	14,074	13	1	14,117	85	5	14,576	89	39	14,521	160
TVA electric	45,346	47,383	3,842	3,842	3,842	7,684	3,842	0	3,842	3,842	4,365	4,220	4,220	4,220	4,220
Tobacco	73,282	72,605	5,083	5,469	6,103	6,465	6,073	6,732	5,945	5,750	6,805	-5,847	6,426	5,958	5,151
Use	84,390	88,397	795	742	18,569	2,126	668	21,605	1,062	845	20,501	1,242	950	21,618	1,178
Utility	160,233	165,984	13,988	14,109	12,938	11,882	12,878	16,124	17,758	11,131	14,343	12,528	13,220	15,721	14,550
PRICES															
Consumer Price Index, U.S. (1982-84 = 100)															
All items	109.6	113.6	111.6	112.1	112.7	113.1	113.5	113.8	114.4	115.0	115.3	115.4	115.4	115.7	116.0
Percent change	1.1	4.3	.4	.4	.5	.4	.4	.3	.5	.5	.3	.1	.0	.3	.3
Food	108.9	113.5	112.5	112.5	112.8	113.3	113.8	113.7	113.8	114.1	114.3	114.2	114.7	115.7	115.7
Housing	110.8	114.2	112.4	112.8	113.2	113.6	114.3	114.7	115.4	115.6	115.5	115.5	115.6	116.2	116.6
Fuel and utilities	104.1	103.0	101.4	101.5	101.3	102.2	104.9	105.0	105.9	105.5	103.2	102.4	102.0	102.4	102.8
Apparel and upkeep	105.9	110.6	106.2	109.7	111.5	111.1	109.3	107.3	109.4	113.3	115.4	115.4	112.7	110.4	110.2
Transportation	102.3	105.4	103.1	103.3	104.2	104.7	105.4	106.0	106.5	106.6	107.1	107.8	107.6	107.1	106.8
Medical care	122.0	130.1	127.4	128.1	128.7	129.2	129.9	130.7	131.2	131.7	132.3	132.8	133.1	134.4	135.5
Energy	88.2	88.6	85.6	85.8	86.4	87.4	90.7	91.1	92.7	92.3	89.8	89.0	88.3	87.4	87.0
Producer Price Index, U.S. (1982 = 100)															
All commodities	100.2	102.8	101.0	101.2	101.9	102.6	103.0	103.5	103.8	103.7	104.1	104.2	104.1	104.5	104.6
Industrial commodities	100.0	102.6	100.8	101.1	101.6	101.9	102.4	103.1	103.7	103.5	104.0	104.2	104.1	104.3	104.4
Purchasing power of the dollar, U.S. As measured by															
Consumer prices (1982-84 = $1.000)	.912	.880	.896	.892	.887	.884	.881	.879	.874	.870	.867	.867	.867	.864	.862
Wholesale prices (1982 = $1.000)	.998	.973	.990	.988	.981	.975	.971	.966	.963	.964	.961	.960	.961	.957	.956
LABOR FORCE AND EMPLOYMENT[4]															
Civilian labor force (1,000 workers)	1,881.0	1,893.0	1,866.1	1,865.1	1,878.9	1,894.0	1,912.6	1,913.0	1,904.9	1,903.0	1,903.6	1,904.8	1,904.7	1,877.0	1,872.9
Unemployment	185.0	147.0	170.1	167.6	142.7	141.6	142.8	148.7	141.2	134.6	130.6	133.9	135.5	150.6	144.2
Unemployment rate	9.8	7.8	9.1	9.0	7.6	7.5	7.5	7.8	7.4	7.1	6.9	7.0	7.1	8.0	7.7
Employment	1,696.0	1,746.0	1,696.0	1,697.5	1,736.2	1,752.4	1,769.8	1,764.3	1,763.7	1,768.4	1,773.0	1,770.9	1,769.2	1,726.4	1,728.7
Nonagricultural	1,463.3	1,502.2	1,467.9	1,473.2	1,497.6	1,504.8	1,506.6	1,509.9	1,510.3	1,515.4	1,524.3	1,524.0	1,527.9	1,507.1	1,511.4
Manufacturing	358.6	367.6	359.2	356.1	363.7	367.3	369.7	369.9	371.9	374.2	374.3	373.4	373.4	371.4	371.3
Durable goods	174.0	177.3	172.4	173.0	175.8	177.5	178.3	177.9	179.9	180.5	180.7	180.1	180.6	179.2	179.4
Lumber and wood products	28.6	29.7	28.5	28.9	29.5	29.7	30.2	30.5	30.4	30.5	30.4	30.0	30.0	29.4	29.2
Stone, clay, glass products	9.7	9.7	9.6	9.7	9.6	9.6	9.8	9.9	9.9	9.8	9.7	9.8	9.8	9.6	9.7
Primary metals	25.3	25.7	24.3	25.0	25.9	26.0	26.3	25.4	26.2	26.2	26.4	26.5	26.5	26.6	27.1
Fabricated metals	22.5	22.0	21.9	21.8	22.0	22.1	21.9	21.6	22.2	22.1	22.2	22.3	22.4	22.1	21.9
Machinery (excl. electrical)	20.3	21.6	20.6	20.7	21.0	21.3	21.5	21.8	22.1	22.0	22.2	22.3	22.7	22.5	22.7
Electrical, electronic equip.	22.2	22.5	22.0	21.3	22.0	22.2	22.5	22.6	22.9	23.3	23.2	22.7	23.1	22.9	22.9
Transportation	27.5	28.0	27.9	28.3	28.2	28.6	27.9	27.9	27.9	28.1	27.9	28.0	27.5	27.8	27.7
Other durable goods	17.9	18.1	17.6	17.3	17.6	18.0	18.2	18.2	18.3	18.5	18.7	18.5	18.6	18.3	18.2
Nondurable goods	184.6	190.2	186.8	183.1	187.9	189.8	191.4	192.0	192.0	193.7	193.6	193.3	192.8	192.2	191.9
Food	29.9	31.0	29.8	29.8	29.7	30.5	31.2	31.7	31.5	31.8	31.9	31.9	31.7	31.3	31.1
Textile mill products	37.4	38.7	38.1	37.8	38.3	38.5	39.0	38.7	39.0	39.3	39.2	39.3	39.3	39.2	39.1
Apparel	54.3	56.1	55.0	51.4	56.2	56.2	56.7	56.7	57.1	57.9	57.5	57.1	56.3	56.4	56.4
Paper and allied products	20.8	20.7	21.2	21.1	20.3	20.9	20.8	20.8	20.5	20.3	20.4	20.4	20.5	20.5	20.5
Printing and publishing	12.3	12.8	12.6	12.7	12.7	12.8	12.6	12.8	12.5	12.7	12.8	13.0	13.2	13.2	13.2
Chemicals and allied products	11.2	11.0	11.0	11.0	11.0	11.1	11.1	11.2	11.0	11.1	11.0	10.9	11.0	10.8	10.7
Rubber products	16.6	17.6	16.8	17.0	17.3	17.4	17.6	17.7	18.0	18.2	18.3	18.3	18.4	18.5	18.5
Other nondurable goods	2.2	2.4	2.3	2.3	2.4	2.4	2.4	2.4	2.4	2.4	2.5	2.4	2.4	2.3	2.4
Nonmanufacturing	1,104.7	1,134.7	1,108.7	1,117.1	1,133.9	1,137.5	1,136.9	1,140.0	1,138.4	1,141.2	1,150.0	1,150.6	1,154.5	1,135.7	1,140.1
Mining and quarrying	12.4	11.4	11.3	11.2	11.5	11.3	11.3	10.5	11.4	11.6	11.8	11.7	11.6	11.5	11.5
Bituminous coal mining	8.4	8.1	8.5	8.4	8.3	8.0	7.9	7.2	7.9	8.1	8.2	8.2	7.9	7.8	7.8
Contract construction	74.9	74.0	69.3	70.7	73.4	74.2	76.4	76.4	76.6	75.4	76.5	74.5	74.4	70.9	72.0
Trans., comm., and utilities	71.7	72.5	71.4	72.0	72.5	72.7	73.3	73.1	73.1	72.9	72.6	72.3	72.3	71.8	72.0
Trade	319.6	332.0	319.6	321.9	329.8	332.2	333.5	333.4	334.2	335.0	337.0	340.0	344.8	334.2	332.0
Wholesale	77.1	78.4	77.1	77.7	78.2	78.5	79.2	78.9	78.7	78.9	79.1	78.7	78.9	78.5	78.6
Retail	242.5	253.6	242.5	244.2	251.6	253.7	254.3	254.5	255.5	256.1	257.9	261.3	265.9	255.7	253.4
Finance, insurance, real estate	69.1	70.5	69.7	69.9	70.5	70.6	71.3	71.6	71.3	70.9	70.4	70.0	70.2	69.5	69.6
Service and miscellaneous	259.0	274.8	266.8	270.5	273.9	274.1	276.6	277.5	278.1	279.7	279.4	278.7	278.7	276.1	278.4
Government	298.0	299.6	300.6	300.9	302.3	302.4	294.5	297.5	293.7	295.7	302.3	303.4	302.5	301.7	304.6
Federal	64.1	66.0	64.2	65.0	65.3	65.4	66.2	66.4	66.6	66.5	67.1	67.3	67.2	66.6	66.6
State and local	233.9	233.6	236.4	235.9	237.0	237.0	228.3	231.1	227.1	229.2	235.2	236.1	235.3	235.1	238.0

General Business Indicators

Type of Activity	Annual		1987											1988	
	1986	1987	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
LABOR FORCE AND EMPLOYMENT — CONT.															
Other employment activity															
State Employment Service *(number)*															
Job applications	242,053	224,282	18,828	18,244	15,387	18,001	22,336	23,213	19,712	20,220	19,110	14,497	13,693	18,002	18,643
Nonagricultural placements	91,768	96,391	5,701	6,585	6,767	7,239	7,111	16,408	11,346	8,823	8,403	6,242	6,045	5,849	6,311
Unemployment compensation															
Initial benefit claims *(number)*	425,763	349,204	28,758	31,618	26,142	24,170	20,294	43,003	21,509	17,802	20,349	21,512	33,724	58,703	25,736
Payments *($1,000)*	186,826	165,953	16,289	17,109	14,490	12,176	11,475	15,366	11,624	11,903	12,029	9,542	13,526	15,539	13,021
County data *(civilian labor force and unemployment rate)*															
Autauga	15,694	16,116	16,050	15,830	16,050	16,270	16,440	16,280	16,200	16,160	16,040	16,090	16,090	15,770	15,830
	7.9	7.0	8.8	7.9	7.5	7.7	7.1	6.6	6.4	6.7	5.6	5.7	5.2	5.6	5.8
Baldwin	38,264	39,863	39,160	40,690	39,570	39,880	40,220	40,030	39,800	40,000	39,650	39,750	40,330	39,450	39,680
	8.9	7.6	8.5	11.2	6.9	6.5	6.1	6.3	6.4	6.8	6.9	7.6	8.6	8.8	8.8
Barbour	11,903	11,648	11,760	11,580	11,570	11,600	11,870	11,620	11,510	11,530	11,530	11,780	11,650	11,370	11,370
	9.5	8.0	9.6	8.7	8.5	7.6	8.4	7.9	7.5	7.8	7.2	7.3	6.7	7.9	7.7
Bibb	7,273	7,278	7,060	7,070	7,180	7,240	7,330	7,440	7,400	7,360	7,340	7,350	7,310	7,210	7,080
	13.3	11.1	12.4	12.2	9.9	10.3	8.9	10.3	9.7	10.8	9.3	10.5	12.8	14.0	10.5
Blount	16,682	17,620	17,350	17,660	17,720	17,700	17,740	17,580	17,650	17,670	17,500	17,540	17,810	17,820	17,710
	9.0	7.3	8.6	9.8	8.1	7.5	7.1	6.2	6.6	6.3	5.3	5.6	6.7	9.1	8.4
Bullock	3,971	3,801	3,640	3,660	3,650	3,660	3,910	3,980	3,920	3,820	3,870	3,880	3,900	3,780	3,680
	17.3	14.4	14.9	13.2	12.3	11.5	14.1	16.4	16.1	13.7	13.5	14.6	15.5	15.4	16.2
Butler	9,382	9,599	9,550	9,590	9,430	9,610	9,680	9,820	9,700	9,640	9,590	9,540	9,500	9,260	9,210
	11.7	10.6	12.9	12.3	8.6	9.6	10.1	12.2	12.2	10.6	9.1	9.1	8.9	9.9	10.3
Calhoun	51,892	51,596	51,340	51,380	51,150	51,480	51,680	51,740	51,730	51,380	51,800	51,850	52,010	51,900	51,400
	9.6	7.8	9.3	10.2	8.1	7.4	7.5	7.4	7.2	6.8	6.7	6.5	6.6	8.0	7.8
Chambers	17,241	17,510	17,020	16,980	17,170	17,200	17,650	17,790	17,870	17,940	17,850	17,850	17,750	17,400	17,480
	8.6	5.9	7.0	6.7	6.2	5.8	5.8	6.0	5.6	5.3	5.0	5.2	4.9	4.9	5.0
Cherokee	7,768	7,970	7,660	7,700	8,010	8,020	8,270	8,160	8,040	8,070	8,090	8,090	7,900	7,950	7,870
	13.5	8.7	11.2	16.1	9.1	8.6	8.3	7.3	6.4	6.3	6.1	6.6	6.9	9.2	7.5
Chilton	15,723	15,588	15,730	15,480	15,300	15,670	15,810	15,670	15,590	15,550	15,570	15,670	15,510	15,360	15,210
	10.6	9.5	11.2	10.9	9.4	9.4	8.3	9.4	8.7	7.9	7.1	8.9	9.3	9.8	8.4
Choctaw	7,481	7,003	6,530	7,020	6,960	6,950	7,130	7,150	7,200	7,050	7,090	7,070	6,960	7,060	6,920
	14.9	10.0	12.6	17.3	9.7	8.8	7.9	8.0	8.1	7.8	7.8	9.0	9.1	9.8	9.2
Clarke	11,363	11,461	11,310	11,220	11,270	11,230	11,430	11,500	11,430	11,440	11,680	11,800	11,780	11,680	11,560
	11.4	11.2	11.1	16.6	9.4	9.3	9.3	9.4	9.9	10.1	11.5	12.6	13.8	13.5	13.3
Clay	6,358	6,146	6,060	6,120	6,070	6,080	6,030	6,160	6,100	6,070	6,330	6,310	6,310	6,250	6,230
	15.0	8.9	9.9	19.0	8.8	8.8	9.2	8.6	7.5	6.4	6.0	5.7	7.0	8.3	7.4
Cleburne	5,719	5,431	5,590	5,450	5,500	5,500	5,380	5,400	5,310	5,300	5,330	5,330	5,350	5,430	5,310
	8.8	7.2	7.3	10.9	7.0	7.0	6.9	7.8	6.8	6.1	6.5	6.4	6.6	8.6	7.4
Coffee	17,625	17,960	17,230	17,420	17,890	18,230	18,350	18,210	18,290	18,250	18,190	18,230	17,950	17,610	17,610
	8.8	6.3	7.9	6.7	6.3	6.0	5.7	5.8	6.0	5.7	6.0	5.8	5.5	6.7	6.6
Colbert	24,628	23,872	24,180	23,850	23,770	24,070	24,040	23,930	23,870	23,750	23,680	23,550	23,760	23,430	23,470
	13.9	10.2	13.4	11.7	10.2	10.3	9.4	9.6	9.3	8.8	8.5	8.3	9.3	11.1	10.3
Conecuh	6,458	6,009	6,240	6,420	6,140	6,120	6,000	5,970	5,850	5,770	5,780	5,810	5,810	5,700	5,690
	16.0	16.0	21.6	23.8	15.9	16.2	16.2	14.9	13.4	12.6	12.0	12.9	12.1	12.7	12.2
Coosa	4,760	4,988	5,010	4,960	4,900	4,990	4,960	5,000	4,980	4,980	5,030	5,060	5,000	4,960	4,970
	8.0	5.5	6.0	6.3	5.2	5.6	5.4	5.4	5.5	5.0	4.5	5.7	4.9	5.7	6.2
Covington	17,224	17,413	17,030	16,940	17,200	17,440	17,570	17,740	17,470	17,390	17,750	17,690	17,680	17,460	17,440
	10.7	7.5	9.4	8.7	7.5	6.9	6.6	6.9	6.7	6.5	6.3	7.5	7.5	8.4	8.7
Crenshaw	6,187	6,538	6,400	6,330	6,460	6,550	6,730	6,670	6,620	6,610	6,670	6,660	6,570	6,470	6,430
	9.0	9.2	13.0	16.0	7.9	8.1	7.7	8.6	8.1	7.0	7.7	8.3	9.1	8.7	8.0
Cullman	31,390	31,713	31,170	31,100	31,290	31,970	32,240	32,220	32,110	31,910	31,810	31,820	31,890	31,410	31,100
	9.4	7.7	9.2	8.6	7.8	7.3	7.2	7.7	7.7	7.0	6.5	6.8	7.4	8.8	8.3
Dale	16,753	17,831	17,470	17,350	17,420	17,610	17,800	18,080	18,090	18,140	18,260	18,290	18,190	18,020	17,880
	10.1	7.5	8.9	8.0	7.1	6.8	6.8	7.6	7.6	7.3	7.4	7.3	6.5	7.3	7.2
Dallas	23,022	21,371	21,220	20,920	21,710	21,620	21,990	22,040	21,640	21,480	21,010	20,720	20,650	20,570	20,580
	15.9	14.6	13.7	13.1	15.5	15.4	15.8	16.2	15.6	15.0	13.7	13.0	12.5	13.8	13.9
DeKalb	28,748	29,014	28,370	28,080	28,470	29,110	29,630	29,780	29,600	29,290	29,190	29,250	29,250	28,790	28,770
	10.0	7.8	10.3	10.0	7.9	7.4	7.1	7.2	6.9	6.5	6.9	6.4	6.9	8.3	7.9
Elmore	21,013	21,000	20,550	20,430	20,730	20,990	21,400	21,340	21,260	21,140	21,130	21,170	21,250	20,950	20,970
	6.9	5.9	6.2	5.9	5.6	5.8	5.9	6.1	6.0	6.0	5.6	5.5	5.5	6.3	6.3
Escambia	17,061	16,782	17,080	17,530	16,720	16,690	16,750	16,830	16,810	16,580	16,400	16,470	16,380	16,240	16,230
	11.5	10.4	12.2	15.1	10.1	9.5	9.7	9.4	9.6	8.8	9.0	9.1	9.4	10.4	9.9
Etowah	43,954	43,120	42,870	42,810	42,840	42,990	43,460	43,630	43,490	43,180	42,870	43,010	43,060	42,620	42,200
	13.0	9.2	12.0	11.9	9.4	9.2	8.8	8.9	8.1	7.8	7.5	7.3	7.9	9.4	8.6
Fayette	8,028	7,636	7,780	7,600	7,730	7,740	7,630	7,530	7,560	7,640	7,590	7,600	7,580	7,450	7,420
	13.8	10.6	11.9	11.7	10.8	10.8	10.2	10.7	10.7	10.4	10.1	9.2	8.9	10.7	10.3
Franklin	15,310	15,130	15,300	15,260	15,210	15,260	15,440	15,280	15,020	14,910	14,860	14,910	14,740	14,570	14,410
	13.6	10.1	12.6	11.8	9.8	9.5	9.1	9.0	7.8	7.8	8.9	10.1	11.4	13.8	11.4
Geneva	11,047	10,443	10,310	10,350	10,400	10,480	10,880	10,680	10,360	10,260	10,640	10,350	10,230	9,860	9,910
	8.5	6.2	7.7	7.5	6.7	5.8	5.9	5.5	5.6	5.4	5.6	6.0	5.3	6.4	5.5
Greene	3,733	3,743	3,710	3,830	3,690	3,650	3,780	3,840	3,840	3,770	3,710	3,730	3,680	3,720	3,790
	15.9	15.3	15.3	17.7	12.5	12.1	16.9	17.4	17.7	16.4	15.4	13.3	12.6	15.6	16.8
Hale	5,986	6,105	5,940	6,040	6,060	6,170	6,260	6,120	6,130	6,190	6,110	6,110	6,130	6,050	6,050
	10.7	8.2	9.1	9.3	7.7	7.1	9.4	7.8	6.9	7.9	7.0	7.3	8.7	10.1	8.5
Henry	6,631	6,766	6,530	6,570	6,810	6,950	6,930	6,890	6,810	6,810	6,820	6,840	6,740	6,390	6,450
	9.7	6.6	6.8	6.5	6.9	6.7	6.4	7.1	6.7	6.5	5.7	6.4	6.1	6.2	6.5
Houston	39,734	40,014	39,090	39,030	39,360	39,760	40,260	40,500	40,400	40,590	40,530	40,690	40,920	40,520	40,230
	8.3	5.8	6.9	6.5	6.0	5.7	5.8	5.7	5.4	5.3	4.6	4.8	5.1	5.8	5.7
Jackson	20,968	20,929	20,600	20,480	20,700	20,900	21,030	20,800	20,950	20,880	21,400	21,420	21,470	21,480	21,230
	14.7	9.4	11.3	9.9	8.5	8.6	9.8	9.7	9.4	8.7	8.4	8.3	8.6	10.0	11.4
Jefferson	335,634	338,868	334,050	332,130	337,000	337,330	340,790	343,150	341,770	342,340	341,440	341,320	341,460	334,890	335,140
	7.7	6.6	8.1	7.0	6.4	6.0	6.2	6.9	6.5	6.3	5.9	6.0	5.8	6.3	6.2
Lamar	8,856	8,675	8,770	8,700	8,620	8,780	8,830	8,780	8,640	8,520	8,560	8,610	8,500	8,500	8,500
	8.9	6.9	8.7	7.7	6.4	6.3	6.7	7.9	6.7	6.3	6.6	6.2	5.2	7.1	6.8
Lauderdale	37,027	36,490	36,440	36,400	36,230	36,600	36,970	36,930	36,740	36,460	36,410	36,360	36,260	35,820	35,930
	11.6	8.2	10.1	9.4	7.8	7.7	7.9	8.4	7.9	7.1	6.9	7.1	7.0	9.0	8.3
Lawrence	12,632	11,918	11,970	12,000	11,900	12,100	12,140	12,140	11,830	11,770	11,740	11,850	11,700	11,860	11,640
	14.6	12.7	14.5	14.8	12.6	12.8	12.4	13.4	11.9	10.7	10.4	12.5	11.9	14.9	13.2

GENERAL BUSINESS INDICATORS

Type of Activity	Annual		1987											1988	
	1986	1987	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
LABOR FORCE AND EMPLOYMENT CONT.															
Lee	38,124 7.7	38,259 5.4	37,800 6.3	37,500 6.0	38,640 5.5	39,080 5.7	38,330 5.5	37,980 5.9	37,770 5.3	37,820 4.6	38,550 4.5	39,180 4.5	38,770 4.8	38,110 5.2	37,780 5.0
Limestone	29,806 8.9	30,096 6.5	29,700 7.5	29,700 7.3	29,670 6.4	30,320 6.7	29,780 6.2	29,720 7.5	29,750 6.0	30,510 5.6	30,760 5.3	30,970 5.6	30,200 5.8	29,900 7.3	30,030 6.7
Lowndes	4,525 15.8	4,688 19.3	4,580 15.2	4,540 14.5	4,550 15.2	4,760 21.9	4,690 23.5	4,600 24.4	4,720 22.9	4,780 21.3	4,830 20.3	4,920 18.6	4,870 17.8	4,630 19.2	4,640 19.0
Macon	10,693 9.0	10,563 6.7	10,490 6.2	10,500 5.9	10,380 5.3	10,520 6.1	10,660 6.8	10,830 7.8	10,740 7.5	10,590 7.3	10,540 6.7	10,560 7.0	10,490 7.1	10,390 8.2	10,330 7.5
Madison	126,253 7.2	130,399 5.2	127,070 6.2	127,340 6.0	128,760 5.2	129,860 5.0	131,540 5.0	131,990 5.3	131,290 4.8	131,960 4.6	132,490 4.7	132,430 4.6	133,180 4.6	130,660 5.5	130,320 5.2
Marengo	10,045 11.1	9,838 8.4	9,620 8.8	9,930 14.9	9,690 8.1	9,800 7.8	10,080 7.3	9,980 7.4	9,870 7.1	9,870 7.0	9,860 7.3	9,890 7.6	9,770 7.5	9,590 8.3	9,610 8.1
Manon	16,083 14.3	15,548 10.7	15,330 14.4	15,500 15.4	15,450 9.9	15,480 9.3	15,720 9.4	15,760 10.8	15,730 9.3	15,520 7.9	15,540 7.8	15,500 8.4	15,570 10.5	15,890 14.0	15,760 13.3
Marshall	37,011 11.8	37,288 7.9	36,620 9.8	36,810 9.2	36,660 7.8	37,510 7.6	37,560 7.5	37,930 7.4	37,460 7.0	37,430 6.6	37,610 6.7	37,530 7.4	37,790 8.3	37,700 9.9	37,260 8.5
Mobile	172,880 11.1	172,319 9.7	169,320 10.7	168,540 9.5	171,680 9.4	173,210 9.1	176,100 9.5	175,770 9.9	174,230 9.7	174,240 9.6	172,860 9.8	171,200 9.4	171,760 9.4	168,910 10.1	168,720 9.5
Monroe	9,649 13.3	9,708 11.7	9,690 13.3	9,820 26.2	9,550 9.9	9,720 10.9	9,790 10.8	9,620 9.1	9,720 9.5	9,660 8.3	9,720 9.2	9,750 9.8	9,710 10.0	9,600 11.0	9,610 10.6
Montgomery	97,695 7.6	100,183 6.5	98,140 6.8	97,680 6.6	98,830 6.1	100,250 6.5	102,040 6.4	101,850 6.7	101,440 6.6	100,540 6.3	100,830 6.2	101,330 6.4	101,370 6.0	99,350 6.3	99,730 6.5
Morgan	45,825 10.0	46,674 8.5	45,640 9.2	46,060 10.1	46,240 8.2	46,820 9.3	47,350 7.8	47,770 8.8	47,320 8.2	46,740 7.3	46,680 7.2	46,930 8.6	47,020 7.5	46,580 8.8	46,370 8.0
Perry	5,444 12.9	5,363 11.8	5,330 11.4	5,340 11.5	5,290 9.1	5,390 9.6	5,460 9.7	5,470 10.4	5,420 10.1	5,360 13.4	5,330 9.7	5,290 11.1	5,320 17.7	5,170 16.0	5,040 10.6
Pickens	7,558 14.7	7,268 11.2	7,300 13.9	7,270 13.9	7,180 10.8	7,300 11.1	7,340 10.9	7,330 10.6	7,320 11.0	7,250 9.4	7,200 9.0	7,150 9.0	7,160 9.8	7,120 12.4	7,060 12.5
Pike	12,612 8.6	12,545 7.0	12,190 8.1	12,240 7.8	12,370 6.5	12,440 6.7	12,650 7.1	12,700 7.3	12,610 7.4	12,890 6.7	12,900 6.1	13,060 6.1	12,340 6.5	12,440 6.3	12,500 6.2
Randolph	9,424 9.2	9,586 6.4	9,670 6.6	9,690 7.0	9,520 5.6	9,510 5.8	9,560 6.4	9,290 8.3	9,480 7.3	9,470 6.7	9,720 5.6	9,710 5.3	9,750 5.6	9,640 6.2	9,570 5.9
Russell	22,641 9.6	22,475 7.1	22,200 8.1	22,110 7.5	22,530 7.5	22,520 7.0	22,770 6.8	22,430 6.6	22,430 6.5	22,430 6.2	22,350 5.5	22,540 5.8	23,110 9.0	21,990 6.6	22,080 7.3
St. Clair	20,610 8.4	21,388 6.0	21,030 7.2	21,180 7.3	21,360 6.2	21,480 6.2	21,520 5.6	21,460 5.4	21,410 5.1	21,440 4.9	21,480 5.0	21,580 5.5	21,630 5.5	21,390 5.5	21,350 6.4
Shelby	37,153 6.8	40,103 5.0	39,400 6.2	39,380 5.6	39,840 4.7	40,170 5.0	40,600 5.3	40,510 5.0	40,290 4.5	40,370 4.3	40,320 4.1	40,420 4.5	40,520 4.4	39,800 4.4	39,670 4.6
Sumter	6,243 21.0	5,919 12.6	5,820 14.1	5,750 14.7	5,850 11.8	5,810 10.8	5,880 13.2	6,010 13.7	5,990 13.2	6,010 10.5	6,140 11.0	6,040 11.6	5,900 11.6	5,730 11.9	5,820 11.4
Talladega	32,143 12.4	32,228 9.6	32,060 11.6	32,150 11.4	31,970 9.7	32,210 9.2	32,710 9.3	32,530 9.3	32,320 9.0	32,100 8.4	32,190 8.2	32,230 8.8	32,200 8.5	31,970 9.7	31,770 9.3
Tallapoosa	19,101 8.0	18,992 6.5	18,690 6.6	18,780 7.3	18,760 6.4	18,960 7.4	19,470 6.6	19,150 6.6	19,120 6.4	19,010 6.1	19,030 5.7	19,070 6.0	19,140 5.8	18,760 6.4	18,950 6.9
Tuscaloosa	68,452 7.7	69,623 6.1	69,020 6.9	68,820 6.8	69,770 5.9	69,660 6.3	68,720 6.2	68,500 5.4	69,480 6.0	70,220 5.5	70,570 5.2	70,850 5.3	70,970 5.4	69,760 6.2	69,720 5.8
Walker	30,633 15.2	28,983 11.0	28,770 13.1	28,840 12.8	29,070 11.6	29,100 11.3	29,220 10.9	28,970 10.1	28,920 10.0	28,970 9.8	28,910 9.5	29,070 10.1	29,000 9.6	28,720 11.0	28,620 10.6
Washington	5,594 19.4	5,719 13.4	5,510 17.6	5,740 20.9	5,370 13.6	5,560 12.7	5,890 12.1	5,820 11.2	5,780 10.8	5,770 10.2	5,860 11.1	5,870 10.6	5,910 10.8	5,870 11.3	5,860 10.9
Wilcox	4,402 16.8	4,407 12.6	4,380 12.7	4,380 11.9	4,400 12.5	4,420 13.0	4,470 12.8	4,540 13.6	4,480 14.3	4,450 13.2	4,400 11.7	4,380 11.0	4,330 11.1	4,270 12.9	4,270 12.1
Winston	10,288 21.1	9,883 13.9	9,580 21.6	9,560 19.2	9,690 14.0	9,880 12.3	10,120 12.0	10,160 11.8	10,210 11.2	9,940 10.3	10,060 10.4	9,900 10.6	9,860 11.6	9,950 13.9	9,940 16.5
TRADE															
Foreign															
Imports, Total (C.I.F.)[5]															
Value ($1,000)		1,031,400	75,400	132,100	87,200	79,200	84,300	88,500	107,500	87,600	83,000	61,900	61,000	73,100	72,200
Exports, Total (F.A.S)[6]															
Value ($1,000)		1,849,400	144,400	177,700	146,900	120,800	167,000	149,200	149,700	156,500	163,600	177,900	157,600	149,000	174,800
Shipments by water, Port of Mobile[7] (1,000 tons)	38,701	29,363	2,421	3,023	2,614	1,749	2,326	2,188	2,255	2,684	2,314	2,688	2,848		
Domestic															
Electric energy consumption, non-industrial purposes (1,000,000 kwh)	26,789	28,038	2,073	2,024	1,900	2,134	2,655	3,013	3,283	2,644	1,899	1,834	2,141	2,669	2,339
Gasoline sales[8] (1,000 gallons)	2,012,114	2,084,218	150,881	171,345	177,497	177,125	185,757	189,551	174,105	172,130	177,631	164,809	183,724	155,061	
New passenger car registrations[9] (number)	159,481	140,070	10,243	11,477	12,573	12,310	12,356	13,117	14,086	13,206	10,298	9,906	11,545	10,042	10,374
Taxable retail sales by kind of business, state totals[10] ($1,000,000)															
Food	3,953	4,091	314	331	347	353	353	364	348	343	338	317	347	325	308
General merchandise	2,739	2,862	175	223	243	236	225	217	231	222	238	275	402	182	186
Apparel	793	852	51	69	75	64	64	61	73	69	72	79	123	48	50
Furniture, furnishings, etc.	920	973	67	78	75	78	82	81	81	80	78	82	117	69	70
Automotive	3,960	4,014	287	344	363	360	379	378	394	352	318	278	313	285	322
Gasoline service stations	267	286	20	23	24	25	26	26	25	24	24	23	24	21	20
Lumber and building materials	1,518	1,673	105	140	156	151	156	157	150	149	151	131	123	94	111
Hardware and farm implements	218	228	14	18	20	21	19	20	20	20	21	19	21	14	16
Eating places	1,569	1,712	123	143	142	147	147	152	153	143	147	137	149	128	128
Drug stores	384	391	31	30	32	35	31	31	31	31	32	30	46	35	34
All other retail	1,925	2,051	148	159	163	165	161	159	161	162	174	179	265	161	163
Total sales by retail concerns	18,246	19,132	1,334	1,558	1,640	1,634	1,644	1,648	1,666	1,595	1,593	1,551	1,929	1,362	1,407
Nonretail & unclassified concerns	2,568	2,746	197	220	229	232	236	239	246	246	243	232	231	195	199
Total all sales at retail	20,814	21,878	1,531	1,778	1,869	1,866	1,880	1,887	1,913	1,841	1,837	1,783	2,159	1,556	1,606

GENERAL BUSINESS INDICATORS

Type of Activity	Annual		1987											1988	
	1986	1987	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
TRADE CONTINUED															
Taxable retail sales, Metropolitan Statistical Areas and counties[10] *($1,000)*															
MSAs															
Anniston	594,215	601,805	42,375	48,330	51,721	51,125	51,088	52,226	53,152	51,140	50,143	49,656	57,703	42,661	42,055
Birmingham	5,671,260	5,809,856	421,737	477,486	491,047	494,021	500,269	497,749	516,822	491,218	476,061	470,461	558,050	415,585	440,816
Dothan	686,890	693,561	50,137	57,729	60,453	58,782	60,350	60,926	60,114	57,215	56,773	54,607	66,808	46,472	47,979
Florence	685,562	718,032	50,217	56,485	62,244	61,316	60,984	61,892	62,590	59,799	59,719	59,622	73,600	47,419	49,618
Gadsden	497,223	524,145	36,165	43,060	44,588	44,024	45,135	46,691	45,361	43,347	44,972	42,512	51,545	38,931	38,195
Huntsville	1,242,238	1,301,552	91,013	106,739	111,971	111,961	111,420	111,657	114,038	108,766	109,253	107,019	125,805	90,971	98,251
Mobile	2,283,409	2,309,171	162,612	189,168	202,821	200,830	200,884	205,414	200,530	190,266	192,776	179,034	216,140	167,094	164,669
Montgomery	1,645,712	1,716,476	126,633	145,020	150,277	146,430	149,330	148,376	146,226	142,767	140,162	134,520	169,451	118,120	123,612
Tuscaloosa	717,147	739,046	51,593	58,811	62,300	61,355	62,421	61,894	67,209	64,032	63,746	58,314	72,465	52,521	51,296
Counties															
Autauga	114,319	122,218	8,665	10,617	10,664	10,397	11,117	11,046	11,109	10,192	10,427	9,075	10,343	8,462	8,838
Baldwin	368,427	372,653	25,396	31,265	33,290	34,251	34,905	37,619	34,167	29,821	29,837	26,070	30,416	24,401	25,718
Barbour	82,125	84,778	5,821	6,878	7,480	7,006	7,221	7,211	7,047	6,938	7,087	7,611	8,336	5,875	5,908
Bibb	49,910	51,638	3,650	4,436	4,411	4,620	4,489	4,391	4,542	4,016	4,398	4,404	4,888	3,647	3,485
Blount	101,329	110,294	7,237	8,506	9,819	10,289	9,600	9,994	9,526	9,169	9,516	9,055	9,966	7,761	7,736
Bullock	25,847	25,218	2,101	2,108	2,079	1,938	1,970	2,016	2,318	1,982	2,124	1,995	2,246	2,191	1,917
Butler	63,879	62,597	4,424	5,175	5,688	5,168	5,407	5,561	5,449	4,966	5,219	4,693	5,587	4,457	4,800
Calhoun	594,215	601,805	42,375	48,330	51,721	51,125	51,088	52,226	53,152	51,140	50,143	49,656	57,703	42,661	42,055
Chambers	116,896	125,587	8,741	9,917	11,279	10,511	11,010	11,245	11,184	10,575	11,142	10,132	11,295	9,556	8,923
Cherokee	50,392	51,173	3,502	4,192	4,715	4,476	4,548	4,516	4,117	4,884	4,092	3,995	4,495	3,626	4,083
Chilton	117,577	122,569	8,669	10,861	10,758	10,949	11,048	10,078	10,707	9,782	10,133	10,059	11,214	8,925	9,342
Choctaw	36,495	38,129	2,745	3,163	3,320	3,340	3,188	3,319	3,225	3,073	3,290	2,784	3,468	2,862	2,634
Clarke	106,904	104,472	7,322	8,191	8,909	9,151	9,330	9,260	8,927	8,765	8,993	8,029	9,756	7,362	7,314
Clay	30,626	31,918	2,356	2,402	2,556	2,804	2,938	2,949	2,945	2,532	2,665	2,636	2,691	2,096	2,466
Cleburne	24,013	26,917	1,895	2,228	2,061	2,367	2,593	2,342	2,677	2,315	2,358	2,070	2,205	1,830	2,067
Coffee	207,873	210,112	15,792	17,735	17,507	19,943	17,230	18,491	18,117	18,010	16,735	16,690	18,840	14,279	14,686
Colbert	265,879	293,486	20,536	22,129	25,991	25,177	26,036	25,615	25,895	25,975	25,057	24,456	26,734	19,165	20,874
Conecuh	33,825	32,319	2,310	2,917	2,958	2,799	2,718	2,771	2,805	2,571	2,578	2,478	2,572	2,161	1,985
Coosa	10,108	12,706	795	1,004	1,033	1,307	1,141	1,286	1,032	1,088	1,271	1,031	1,033	756	1,074
Covington	141,098	142,653	10,205	11,919	12,706	12,421	12,044	12,574	12,223	12,287	12,213	10,777	13,067	9,732	10,236
Crenshaw	38,643	40,254	3,059	3,392	3,045	2,926	3,764	3,505	3,857	3,388	3,230	3,133	3,584	2,960	2,845
Cullman	266,551	269,177	19,677	22,356	23,983	23,870	23,860	23,720	24,068	20,870	22,463	21,077	24,204	16,981	20,015
Dale	118,237	120,644	8,761	10,459	10,534	10,432	10,607	10,359	10,603	9,430	9,995	9,796	10,814	8,078	8,757
Dallas	211,690	219,121	15,210	17,661	19,273	19,199	19,017	18,954	19,550	18,090	18,427	17,821	20,535	14,696	15,148
DeKalb	200,558	215,536	13,570	16,462	21,125	18,755	19,239	19,309	19,017	17,707	18,242	17,561	19,238	15,641	15,661
Elmore	110,904	111,657	8,218	9,314	9,616	9,580	9,955	10,269	9,727	9,210	9,409	8,386	10,122	8,006	8,492
Escambia	140,786	136,355	10,194	11,330	11,953	11,834	11,857	11,841	11,940	11,305	11,186	10,781	12,452	9,354	9,672
Etowah	497,225	524,145	36,165	43,060	44,588	44,024	45,135	46,691	45,361	43,347	44,972	42,512	51,545	38,931	38,195
Fayette	69,143	66,585	5,471	5,204	5,701	5,279	5,589	5,450	5,550	5,964	4,956	5,343	6,843	4,238	4,070
Franklin	101,756	108,524	7,560	8,377	9,305	9,584	9,665	9,266	9,555	9,321	9,201	8,717	10,342	7,303	7,624
Geneva	141,556	131,087	10,402	11,341	11,431	11,152	11,715	11,232	11,127	11,124	9,962	10,193	10,829	9,433	9,174
Greene	18,569	18,633	1,405	1,619	1,756	1,750	1,615	1,634	1,750	1,582	1,359	1,414	1,396	1,286	1,071
Hale	32,720	30,303	2,394	2,484	2,712	2,653	2,852	2,791	2,833	2,524	2,133	2,161	2,451	2,115	1,947
Henry	38,200	41,241	2,911	3,531	3,816	3,549	3,433	3,439	3,911	3,472	3,568	3,000	3,652	2,867	2,872
Houston	568,657	572,917	41,376	47,270	49,919	48,350	49,743	50,567	49,511	47,785	46,778	44,811	55,994	38,394	39,222
Jackson	156,051	165,865	11,651	14,155	14,628	15,023	14,333	14,632	14,454	13,819	13,828	12,671	14,972	10,571	11,833
Jefferson	4,759,044	4,839,400	352,444	399,858	409,825	408,515	414,691	411,105	429,790	409,491	392,070	392,630	472,476	342,603	366,409
Lamar	38,627	37,097	2,547	2,854	3,164	3,176	3,101	3,555	3,204	3,188	3,587	2,913	3,069	2,454	2,428
Lauderdale	419,683	424,546	29,681	34,356	36,253	36,139	34,948	36,277	36,695	33,824	34,662	35,166	46,866	28,254	28,744
Lawrence	61,902	65,152	4,308	5,040	5,415	5,801	5,445	5,501	5,590	5,041	5,870	5,632	6,935	4,643	4,416
Lee	389,424	402,767	27,181	32,640	34,630	33,912	34,477	34,288	33,858	36,117	34,959	33,715	38,550	31,395	28,595
Limestone	186,763	195,835	13,299	16,622	16,857	16,954	17,124	17,312	17,819	16,112	16,179	15,313	18,216	16,993	14,211
Lowndes	22,608	21,632	1,550	1,784	1,811	1,915	1,996	1,826	1,973	1,886	1,528	1,581	2,154	1,382	1,629
Macon	49,138	53,471	3,733	4,560	4,757	4,677	4,733	4,617	5,039	4,744	4,060	3,753	4,523	4,105	3,948
Madison	1,242,238	1,301,552	91,013	106,739	111,971	111,961	111,420	111,657	114,038	108,766	109,253	107,019	125,805	90,971	98,251
Marengo	78,482	80,956	5,718	7,063	7,053	6,685	6,736	6,913	6,888	6,360	7,084	6,360	7,745	5,467	5,900
Marion	109,604	110,872	7,628	9,313	9,313	9,588	9,715	9,310	9,182	9,119	9,392	9,080	10,437	7,771	8,417
Marshall	413,348	427,201	29,623	36,093	37,450	37,808	36,974	37,075	37,694	35,512	36,112	35,501	39,203	28,450	30,713
Mobile	1,914,922	1,936,518	137,216	157,903	169,531	166,579	165,979	167,795	166,363	160,445	162,939	152,964	185,724	142,693	138,951
Monroe	76,622	72,913	5,339	6,013	5,956	6,242	6,244	6,641	6,391	6,014	5,814	5,900	7,104	5,269	5,189
Montgomery	1,420,492	1,482,601	109,750	125,089	129,997	126,453	128,258	127,061	125,390	123,365	120,326	117,059	148,986	101,652	106,282
Morgan	567,117	584,064	41,142	47,611	50,135	50,730	50,371	49,002	53,271	49,552	49,478	46,795	55,594	39,494	41,227
Perry	24,819	23,704	1,862	2,071	2,214	1,989	1,946	2,157	1,984	2,038	1,880	1,724	2,027	1,586	1,729
Pickens	44,711	42,219	3,259	3,640	3,746	3,701	3,786	3,995	3,687	3,411	3,514	2,959	3,621	2,648	2,946
Pike	109,036	114,987	7,809	9,555	10,095	9,764	9,617	9,710	9,969	9,898	9,918	9,239	10,985	8,657	8,150
Randolph	58,587	59,775	4,513	5,055	5,038	4,936	4,764	4,807	4,729	5,071	5,233	4,712	5,706	4,880	4,710
Russell	128,144	131,539	9,162	10,711	11,589	11,150	10,990	11,525	11,388	11,539	10,855	10,435	12,719	8,911	8,774
St. Clair	150,423	150,900	10,732	11,555	12,301	13,653	13,597	15,033	14,285	12,744	12,133	11,533	12,778	10,600	11,807
Shelby	314,788	347,716	25,902	28,239	28,504	29,540	30,988	30,388	29,999	30,375	31,148	28,122	29,644	27,607	26,539
Sumter	31,053	32,558	2,220	2,980	2,800	2,712	2,723	2,674	2,680	2,549	2,940	2,686	3,060	2,307	2,078
Talladega	275,222	296,520	20,175	24,320	25,849	28,859	25,550	27,914	25,797	24,390	24,576	22,948	28,260	21,229	21,664
Tallapoosa	147,115	152,960	10,902	12,951	13,143	13,997	14,273	13,291	13,446	11,887	12,543	11,972	13,479	10,770	11,504
Tuscaloosa	717,107	739,046	51,593	58,811	62,300	61,355	62,421	61,894	67,209	64,032	63,746	58,314	72,465	52,521	51,296
Walker	344,683	361,544	25,432	29,328	30,598	32,024	31,393	31,229	33,222	29,439	31,194	29,121	33,186	27,014	28,325
Washington	20,902	22,208	1,518	1,782	1,936	2,120	2,196	2,002	2,090	1,919	1,812	1,862	1,544	1,617	1,627
Wilcox	25,124	23,177	1,844	2,026	2,041	2,095	1,986	1,918	1,866	1,842	1,892	1,651	2,066	1,654	1,412
Winston	83,769	101,909	6,017	7,151	7,923	9,944	8,204	11,310	7,737	9,294	9,468	10,158	7,933	7,684	6,102
Statewide[10]	1,334,557	1,843,655	103,774	132,495	142,431	143,288	151,625	148,931	155,363	161,725	171,556	177,406	250,743	140,347	149,737

NOTE: Throughout this table, details do not necessarily add to totals due to rounding.

[1]Estimated total for calendar month based on adjustment of weekly data.

[2]Individual months may not add to annual totals due to late revisions in annual data.

[3]These data may not be reused in any manner without the express permission of Dodge/DRI Construction and Real Estate Information Service.

[4]Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. All monthly data are adjusted to a March benchmark of the

[5]CIF–costs, insurance, and freight.

[6]FAS–free alongside ship.

[7]Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[8]Gross gallons of gasoline as reported by wholesale distributors.

[9]These data may not be reused in any manner without the express permission of R.L. Polk and Company.

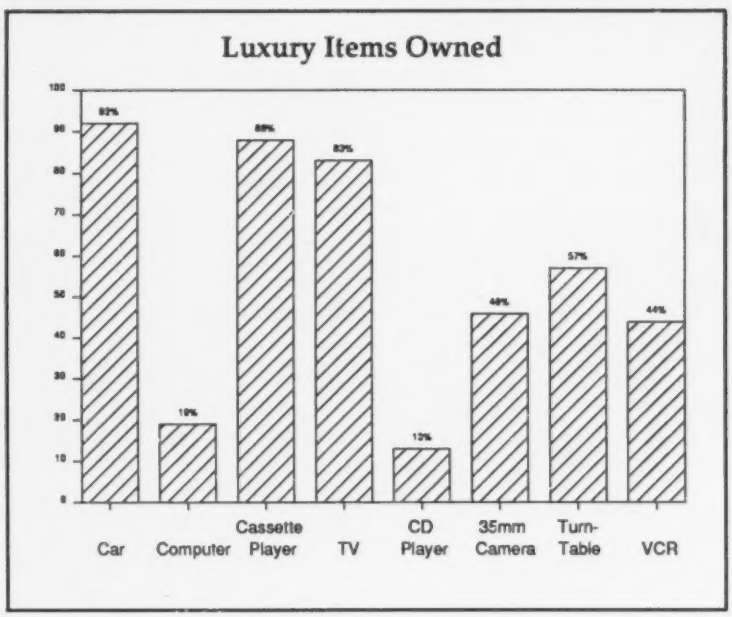
[10]Retail sales data represent sales at retail which are subject to sales tax as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law.

Total sales figures include taxable sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the Census of Retail Trade. Monthly sales figures are preliminary and subject to revision on a continuing basis. ***Sales figures for the two latest months are normally low because they do not yet include data from late reporters.*** Retail sales historical data prior to 1984 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.

STUDENT PURCHASING POWER...

A Survey of Student Market Behavior at The University of Alabama details and profiles the market activities of the student population at The University of Alabama. The Survey, which was developed and completed by The University of Alabama Small Business Development Center, contains nearly 40 pages of data concerning the purchasing habits, media preferences, and leisure activities of the University student population.

Survey data are presented in table, graph, and text form. Items of particular interest have been highlighted through easily understandable graphs. (See the example shown.) The information presented on the graph is then more fully explained in the text portion of the report.



Retailers, service firms, advertisers, and those who advise and assist the business community will find the Survey to be a valuable resource in their efforts to gauge student market behavior. Plans currently call for a new survey to be taken every two years in order to assess changes in the student population.

This April 1988 publication is presented in an attractive spiral-bound format and is available only through the Center for Business and Economic Research, The University of Alabama.

A Survey of Student Market Behavior at The University of Alabama

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